

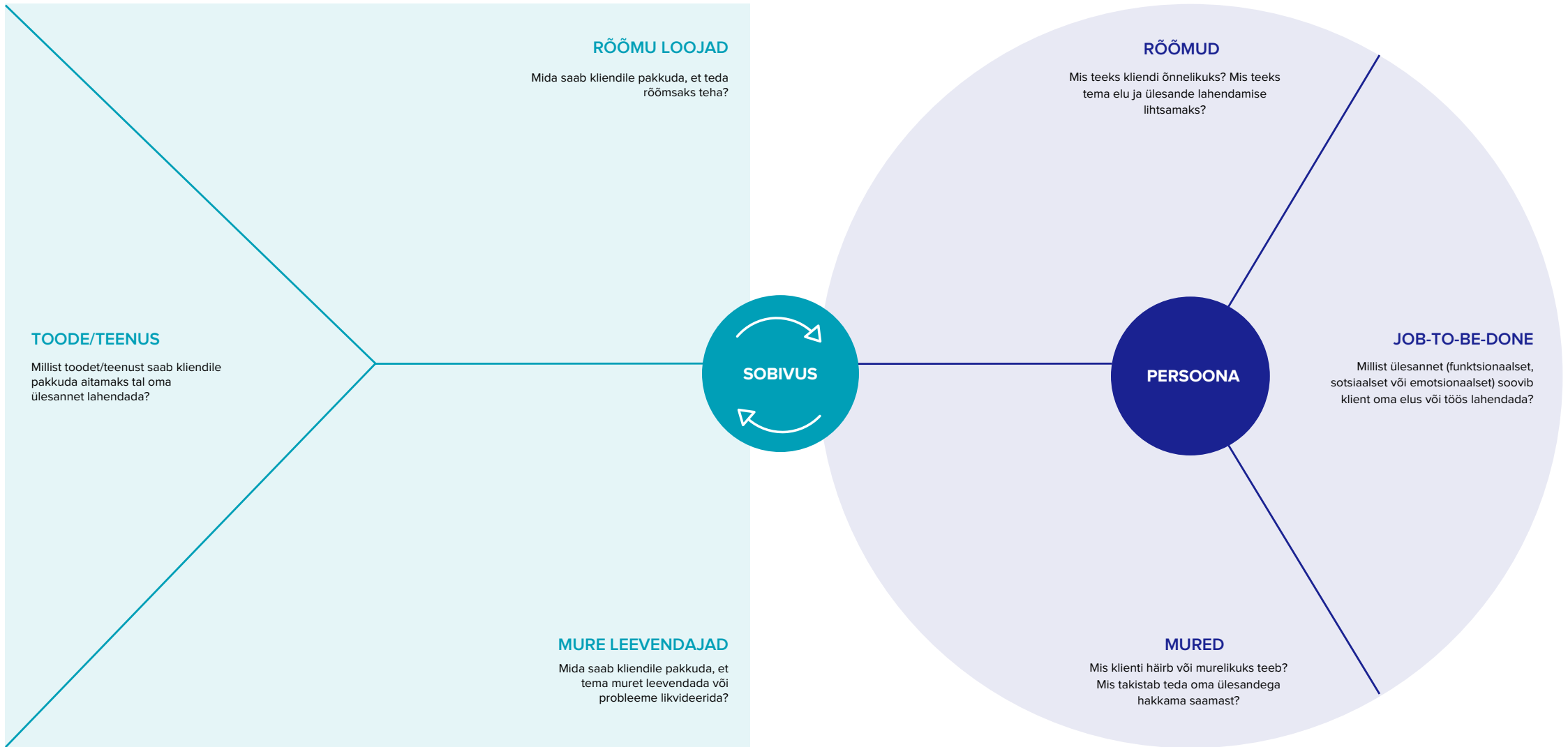
KUIDAS DISAINIDA ÕPIKOGE MUST?

Õpiteekonna disain

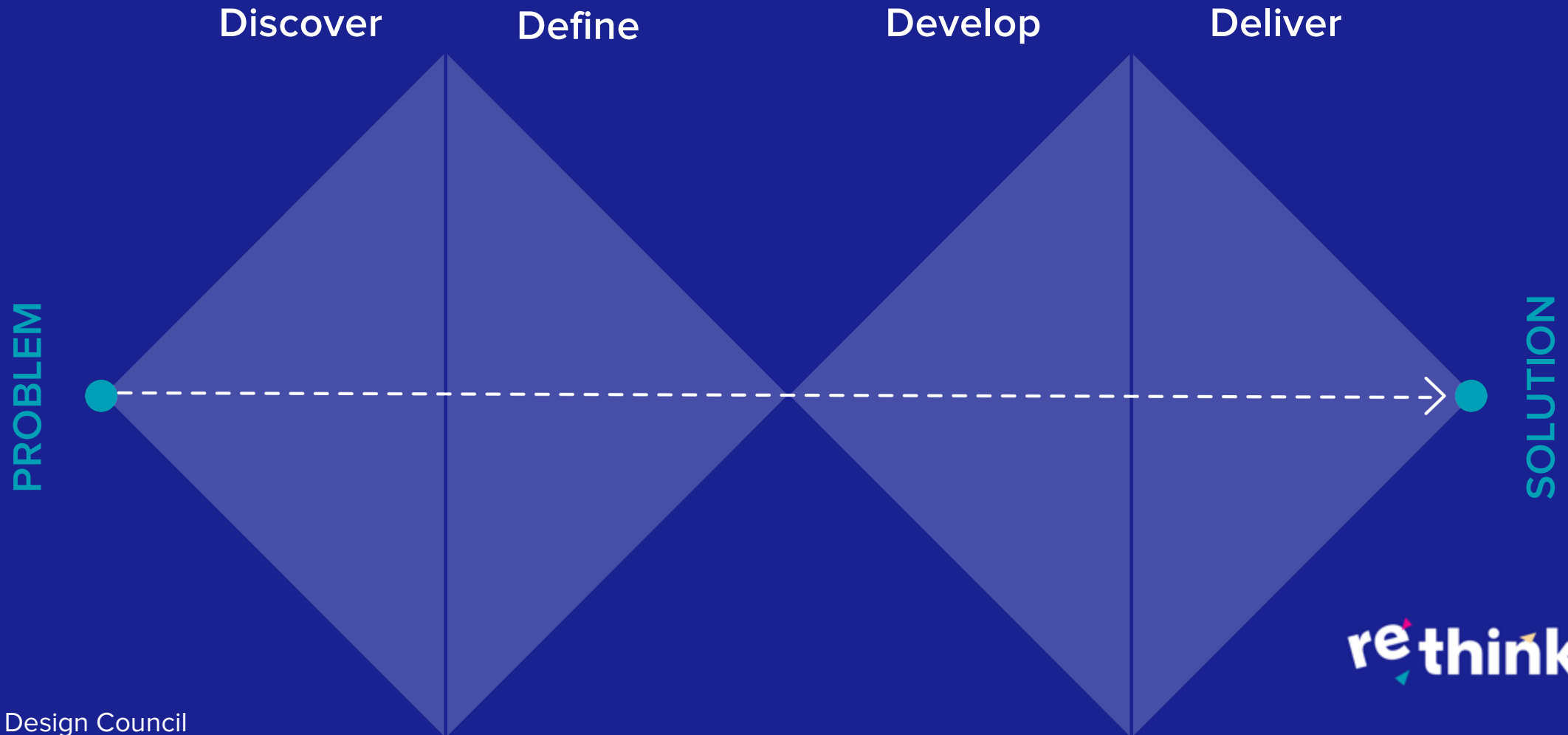
Kodutöö

rethink

1. Täida ära väärtuspakkumise parem pool
2. Kasuta Lotus Blossomi tööriista ideede genereerimiseks
3. Koonda sobilikumad lahenduse ideed väärtuspakkumise vasakule poole



Design Process



SAMM 3: Arenda

Kuidas saaks tudengiteekonda parandada?



Mis tegelikult loob väärtust?



25 October 2020

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Value construct in educational service

- Performance improvement
- Interaction with other participants
- Motivation
- Experience
- Content relevance
- Facilitator

Nr	Category	Identification of needs	Optimal service selection	Execution of the offering	Implementation and exploitation
1	Performance improvement				
	improving personal professional performance	x	x		x
	improving performance of the organisation	x	x		x
2	Interaction with other professionals				
	collecting knowledge on experience of other practitioners	x	x	x	x
	sharing information on personal experience	x	x	x	
	contact making for further cooperation	x	x	x	x
3	Motivation				
	will to implement learning into practice		x	x	x
	re-assurance of one's competence in the field			x	x
4	Experience				
	active involvement		x	x	x
	service environment			x	
5	Content relevance			x	
6	Facilitator				
	professional skills of the facilitator			x	
	personality of the facilitator			x	

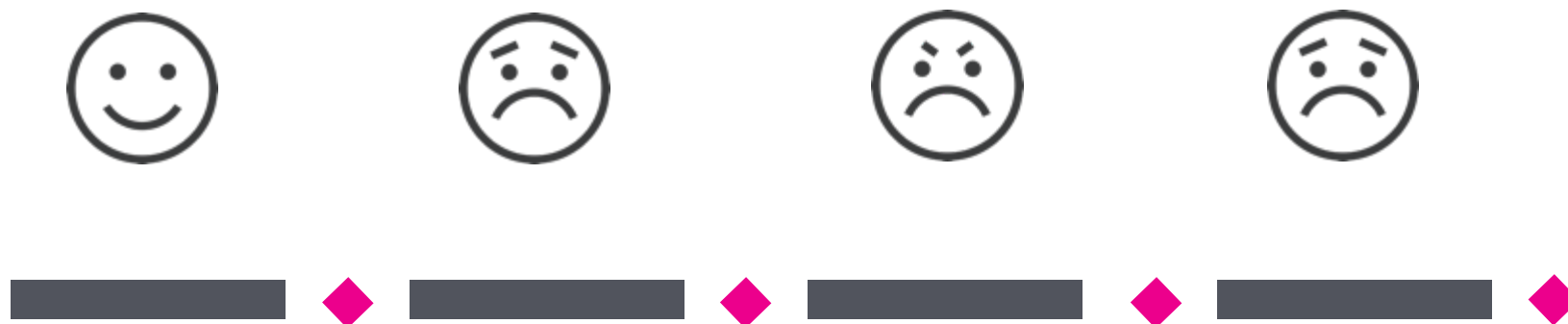
Klienditeekond

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**Kui su inimesel on
vajadus, siis ta ei
istu ega oota.**



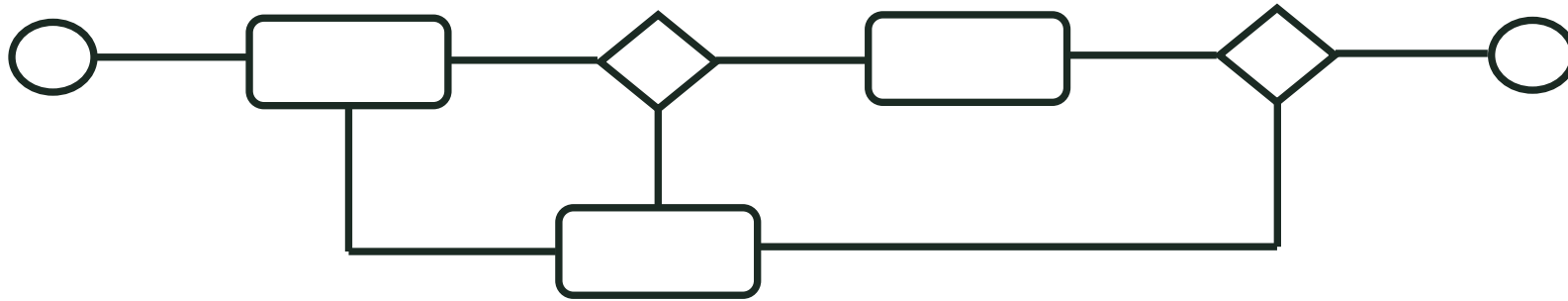
valud, ülesanded ja soovid

Kokkupuutepunktid



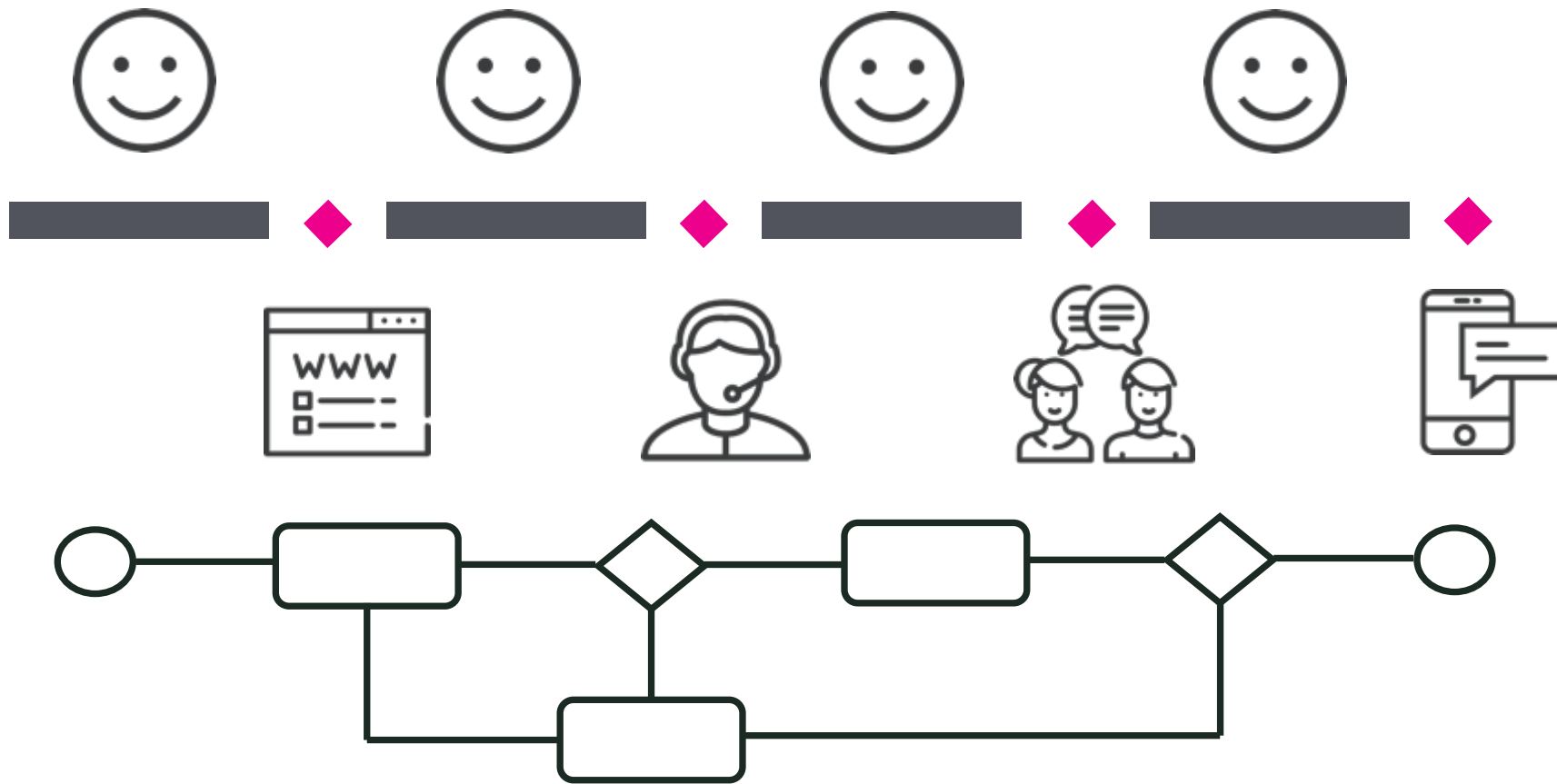
kliendikogemus & interaktsioon

Telgitagused

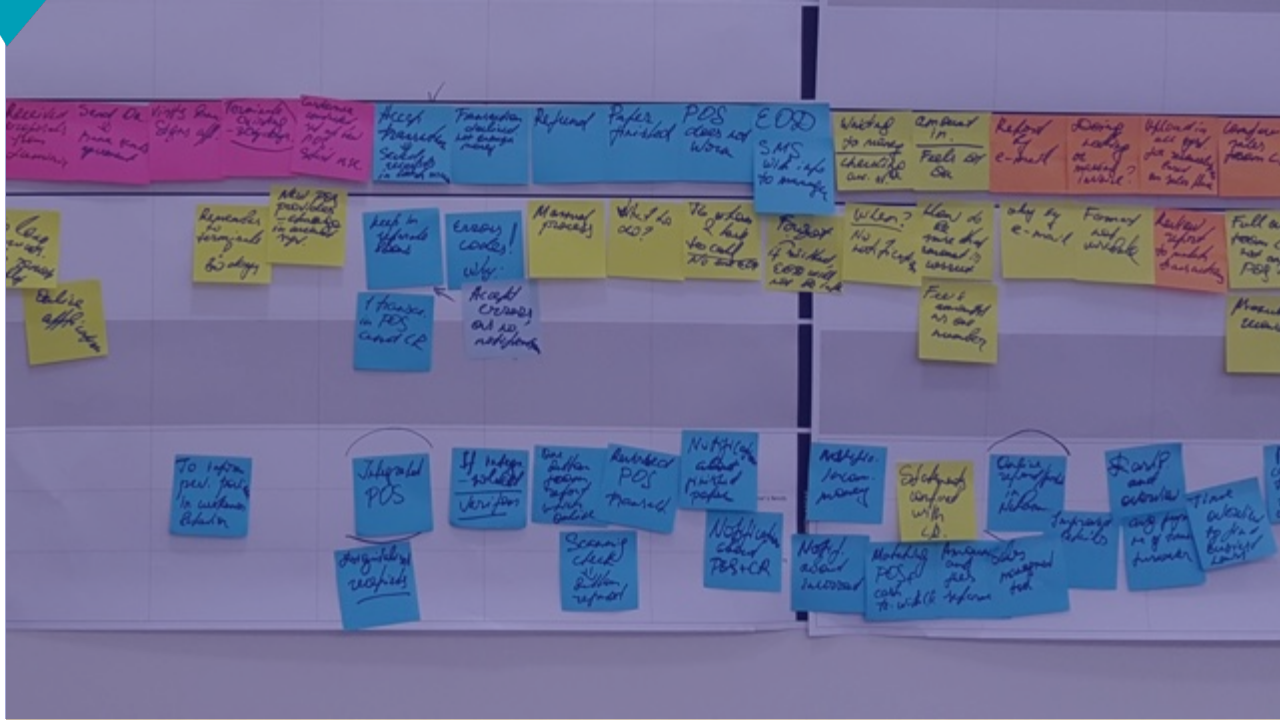


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Suur pilt & detailid







Customer journey



	BEFORE SERVICE	DURING SERVICE	AFTER SERVICE
What the customer does?			
How the customer feels?	+3 +2 +1 0 -1 -2 -3		
What the customer needs?			
What do we do?			

Aitäh!

Kohtumiseni järgmisel korral.

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